

Confidential

PHILIP MORRIS U.S.A.
SUBMISSION TO CORPORATE PRODUCTS COMMITTEE
MONTHLY MEETING OF:
PRODUCT INTRODUCTION

BRAND NAME: VIRGINIA SLIMS LIGHTS 120 FTB REGULAR and MENTHOL

ACTION DATE:

NEW PRODUCT ☐ **LINE EXTENSION** ☐

TEST MARKET ☐ **NATIONAL INTRODUCTION** ☐

PRODUCT SPECIFICATIONS

<u>CIGARETTE:</u>	<u>REGULAR</u>	<u>MENTHOL</u>
CIRCUMFERENCE,mm	23.0	23.0
LENGTH,mm	119.5	119.5
TIPPING LENGTH,mm	36.0	36.0
TIPPING COLOR	WHITE TGL	WHITE TGL
FILTER LENGTH,mm	31.5	31.5
TYPE OF FILTER	CA ?	CA
ROD PRINT	VIRGINIA SLIMS	

<u>DELIVERY LEVELS:</u>		
FTC TAR,mg/cigt	15.0	15.0
FTC NICOTINE (AVE),mg/cigt	1.10	1.10
PUFFS/CIGARETTE	12.0	12.0
VENTILATION,% ?	27	27
TOTAL RTD,mm	141	141

<u>PACKAGING:</u>	<u>NONMENTHOL</u>	<u>MENTHOL</u>
CIGARETTES:		
PACK LENGTH,m	123.5	123.5
CARTON CONFIGURATION	2x5 100 gals ?	2x5

PRICING STRATEGY
PROJECTED PERFORMANCE (12 MONTH)

UNIT VOLUME:	0 billion units
% SHARE OF MARKET	0.0
PM CANNIBALIZATION	\$00.00
PRICE/1000	\$00.00
TOTAL SALES (\$)	\$000.0 million
MARGINAL CONTRIBUTION/1000	\$00.00
TOTAL MARKETING EXPENSE	\$00.00 million

DOC CODE: P0622

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No. 6054 P. 2/6

Aug. 16, 1996 9:59AM R&D CIGT TECH 0/C

PHILIP MORRIS U.S.A.
SUBMISSION TO CORPORATE PRODUCTS COMMITTEE
MONTHLY MEETING OF:
PRODUCT INTRODUCTION

BRAND NAME: VIRGINIA SLIMS ULTRA LIGHTS 100 FTB
 REGULAR and MENTHOL

ACTION DATE:

NEW PRODUCT ☐ **LINE EXTENSION** ☐
TEST MARKET ☐ **NATIONAL INTRODUCTION** ☐

PRODUCT SPECIFICATIONS

<u>CIGARETTE:</u>	<u>REGULAR</u>	<u>MENTHOL</u>
CIRCUMFERENCE,mm	23.0	23.0
LENGTH,mm	98.5	98.5
TIPPING LENGTH,mm	36.0	36.0
TIPPING COLOR	WHITE DGL	WHITE DGRNL
FILTER LENGTH,mm	31.5	31.5
TYPE OF FILTER	CA	CA
ROD PRINT	N/A	N/A

DELIVERY LEVELS:

FTC TAR,mg/cigt	6.0	6.0
FTC NICOTINE (AVE),mg/cigt	0.5	0.5
PUFFS/CIGARETTE	10.0	10.0
VENTILATION,%	57	57
TOTAL RTD,mm	114	114

PACKAGING:

<u>CIGARETTES:</u>	<u>NONMENTHOL</u>	<u>MENTHOL</u>
PACK LENGTH,m	102	102
CARTON CONFIGURATION	2x5	2x5

PRICING STRATEGY

PROJECTED PERFORMANCE (12 MONTH)

UNIT VOLUME:	0 billion units
% SHARE OF MARKET	0.0
PM CANNIBALIZATION	\$00.00
PRICE/1000	\$00.00
TOTAL SALES (\$)	\$000.0 million
MARGINAL CONTRIBUTION/1000	\$00.00

DOC CODE: P0622

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PHILIP MORRIS U.S.A.
SUBMISSION TO CORPORATE PRODUCTS COMMITTEE
MONTHLY MEETING OF:
PRODUCT INTRODUCTION

BRAND NAME: VIRGINIA SLIMS 100 SP REGULAR and MENTHOL

ACTION DATE:

NEW PRODUCT ☐ **LINE EXTENSION** ☐

TEST MARKET ☐ **NATIONAL INTRODUCTION** ☐

PRODUCT SPECIFICATIONS

<u>CIGARETTE:</u>	<u>REGULAR</u>	<u>MENTHOL</u>
CIRCUMFERENCE,mm	22.9	22.9
LENGTH,mm	99.0	99.0
TIPPING LENGTH,mm	32.0	32.0
TIPPING COLOR	WHITE DGL	WHITE DGRNL
FILTER LENGTH,mm	27.0	27.0
TYPE OF FILTER	CA	CA
ROD PRINT	VIRGINIA SLIMS	

<u>DELIVERY LEVELS:</u>		
FTC TAR,mg/cigt	15.0	15.0
FTC NICOTINE (AVE),mg/cigt	1.10	1.10
PUFFS/CIGARETTE	10.0	10.0
VENTILATION,%	23	23
TOTAL RTD,mm	123	123

<u>PACKAGING:</u>	<u>NONMENTHOL</u>	<u>MENTHOL</u>
CIGARETTES:		
PACK LENGTH,m	102	102
CARTON CONFIGURATION	2x5	2x5

PRICING STRATEGY
PROJECTED PERFORMANCE (12 MONTH)

UNIT VOLUME:	0 billion units
% SHARE OF MARKET	0.0
PM CANNIBALIZATION	\$00.00
PRICE/1000	\$00.00
TOTAL SALES (\$)	\$000.0 million
MARGINAL CONTRIBUTION/1000	\$00.00
TOTAL MARKETING EXPENSE	\$00.00 million

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PHILIP MORRIS U.S.A.
SUBMISSION TO CORPORATE PRODUCTS COMMITTEE
MONTHLY MEETING OF:
PRODUCT INTRODUCTION

BRAND NAME: VIRGINIA SLIMS LIGHTS 100 FTB REGULAR and MENTHOL

ACTION DATE:

NEW PRODUCT ☐ **LINE EXTENSION** ☐

TEST MARKET ☐ **NATIONAL INTRODUCTION** ☐

PRODUCT SPECIFICATIONS

<u>CIGARETTE:</u>	<u>REGULAR</u>	<u>MENTHOL</u>
CIRCUMFERENCE,mm	23.0	23.0
LENGTH,mm	98.5	98.5
TIPPING LENGTH,mm	36.0	36.0
TIPPING COLOR	WHITE SGL	WHITE SGRNL
FILTER LENGTH,mm	31.5	31.5
TYPE OF FILTER	CA	CA
ROD PRINT	N/A	N/A

DELIVERY LEVELS:

FTC TAR,mg/cigt	9.0	9.0
FTC NICOTINE (AVE),mg/cigt	0.7	0.7
PUFFS/CIGARETTE	9.5	9.5
VENTILATION, %	40	40
TOTAL RTD,mm	123	123

PACKAGING:

	NONMENTHOL	MENTHOL
CIGARETTES:		
PACK LENGTH,m	102	102
CARTON CONFIGURATION	2x5	2x5

PRICING STRATEGY

PROJECTED PERFORMANCE (12 MONTH)

UNIT VOLUME:	0 billion units
% SHARE OF MARKET	0.0
PM CANNIBALIZATION	\$00.00
PRICE/1000	\$00.00
TOTAL SALES (\$)	\$000.0 million
MARGINAL CONTRIBUTION/1000	\$00.00
TOTAL MARKETING EXPENSE	\$00.00 million

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	Vaseline Supert Slims) Regular	Vaseline Supert Slims) menthol
Circumference, mm	17.0	17.0
Length, mm	98.5	98.5
Tipping length, mm	32	32
Tipping Color	white DGL	white DGRN
Filter length, mm	27.5	27.5
Type of Filter	CA	CA
Red Paint	—	—

FTC Tar, mg/cigt	6.0	6.0
FTC Nicotine, mg/cigt	0.46	0.44
Puffs/cigarette	8.5	8.5
Ventilation %	70	70
Total RTD, mm	131	131

Packaging		menthol
Cigarettes		
Pack length, mm	102	102
Carton Configuration	2x5	2x5

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